

## CLAIMS

1. A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

5           a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

          a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to  
10 prevent the rod from being removed from the support structure;

          the base assembly having a body;

          a lock movable between locked and unlocked positions;

          the lock having an opening;

          a portion of the rod being disposed in the opening of the lock; and

15           the lock engaging the rod when the lock is in the locked position to lock the base assembly to the rod such that the rod cannot be removed from the support structure.

2. The hook of claim 1, wherein the opening in the lock is non-circular.

20           3. The hook of claim 1, wherein the opening in the lock is oval.

4. The hook of claim 1, wherein the portion of the rod that is disposed in the opening of the lock has an exterior diameter; the opening having a pair of semi-circular portions connected by a straight portion; each of the semi-circular portions having a diameter slightly larger than the exterior diameter of the portion of the rod that is disposed in the opening of the lock.

5. The hook of claim 1, wherein the lock pivots between its locked and unlocked positions.

6. The hook of claim 5, wherein the lock pivots with respect to the rod.

7. The hook of claim 1, wherein the lock includes a first lock member and a second lock member; the second lock member disposed between the first lock member and the body of the base assembly; the second lock member movable between locked and unlocked positions; the locked position of the second lock member holding the first lock member in its locked position.

8. The hook of claim 7, wherein the second lock member is magnetically-actuable.

9. The hook of claim 1, wherein the lock is magnetically-actuable.

10. The hook of claim 1, further comprising at least one hook connected to the rod; the at least one hook adapted to connect the rod to the support structure.

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11. The hook of claim 1, further comprising an end assembly connected to the rod; the end assembly adapted to prevent product sweeping.

12. The hook of claim 11, wherein the end assembly is lockably connected to the rod.

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13. The hook of claim 12, wherein the end assembly may be unlocked and moved to a loading position with respect to the rod.

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14. The hook of claim 12, further comprising a second rod having an outer end; the end assembly including a biased member disposed adjacent the outer end of the second rod.

15. The hook of claim 1, wherein the rod is free of notches where the lock engages the rod.

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16. The hook of claim 1, wherein the locked position of the lock prevents the base assembly from moving in a direction from the inner end of the rod toward the outer end of the rod.

17. The hook of claim 16, wherein the locked position of the lock allows the base assembly to move in a direction from the outer end of the rod toward the inner end of the rod.

5 18. A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

10 a rod assembly having first and second rods; each of the rods having an inner end and an outer end; the inner ends of the rods adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

an end assembly connected to the first rod and slidable between locked and unlocked positions; the locked position of the end assembly adapted to product sweeping from the second rod;

15 a lock carried by the end assembly;  
the lock movable between locked and unlocked positions;  
the lock having an opening;  
a portion of the first rod being disposed in the opening of the lock; and  
the lock engaging the rod when the lock is in the locked position to lock the end assembly to the rod.

20 19. The hook of claim 18, wherein the outer end of the first rod is bent to provide a stop for the end assembly.

20. The hook of claim 18, further comprising a biased member connected to the end assembly; the biased member being disposed adjacent the outer end of the second rod.

5 21. The hook of claim 18, wherein the opening in the lock is non-circular.

22. The hook of claim 18, wherein the opening in the lock is oval.

10 23. The hook of claim 18, wherein the portion of the rod that is disposed in the opening of the lock has an exterior diameter; the opening having a pair of semi-circular portions connected by a straight portion; each of the semi-circular portions having a diameter slightly larger than the exterior diameter of the portion of the rod that is disposed in the opening of the lock.

15 24. The hook of claim 18, wherein the lock pivots between its locked and unlocked positions.

25. The hook of claim 24, wherein the lock pivots with respect to the rod.

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26. The hook of claim 18, wherein the lock includes a first lock member and a second lock member; the second lock member disposed between the first lock member and the body of the base assembly; the second lock member movable between locked and unlocked positions; the locked position of the second lock member holding the first lock member in its locked position.

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27. The hook of claim 26, wherein the second lock member is magnetically-actuable.

28. The hook of claim 18, wherein the lock is magnetically-actuable.

29. A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

first and second rods with each having an inner end and an outer end; the inner end of the rods adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

an end assembly connected to the first rod and slidable between locked and unlocked positions; the locked position of the end assembly adapted to product sweeping from the second rod;

a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to prevent the rod from being removed from the support structure;

each of the end and base assemblies having a lock that is movable between locked and unlocked positions;

each lock having an opening;

a portion of the first rod being disposed in the opening of each lock; and the lock engaging the rod when the lock is in the locked position.

30. The hook of claim 29, wherein each of the locks pivot from the locked position to the unlocked position.

31. The hook of claim 30, wherein the locks pivot in the same direction.

32. A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

at least a first rod having an inner end and an outer end; the inner end of the at least first rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly carried by the rod and slidable between locked and unlocked positions;

the base assembly including a lock movable between locked and unlocked positions;

the lock having an opening;

a portion of the at least first rod being disposed in the opening of the lock;

and

the lock engaging the at least first rod when the lock is in the locked position; the locked position of the lock only allowing the base assembly to slide along the rod from the unlocked position toward the locked position.

33. The hook of claim 32, wherein the rod has a cross-sectional shape; at least a portion of the opening in the lock matching the cross-sectional shape of the rod.

34. The hook of claim 33, wherein the opening in the lock is oval.



35. The hook of claim 32, wherein the lock pivots between its locked and unlocked positions.

36. The hook of claim 32, wherein the lock includes a first lock member and a second lock member; the second lock member locking the first lock member in the locked position.

37. The hook of claim 36, wherein the second lock member is magnetically-actuable.

38. The hook of claim 32, wherein the lock is magnetically-actuable.

39. The hook of claim 32, further comprising an end assembly connected to the rod; the end assembly adapted to prevent product sweeping.

40. The hook of claim 32, wherein the rod is free of notches where the lock engages the rod.